



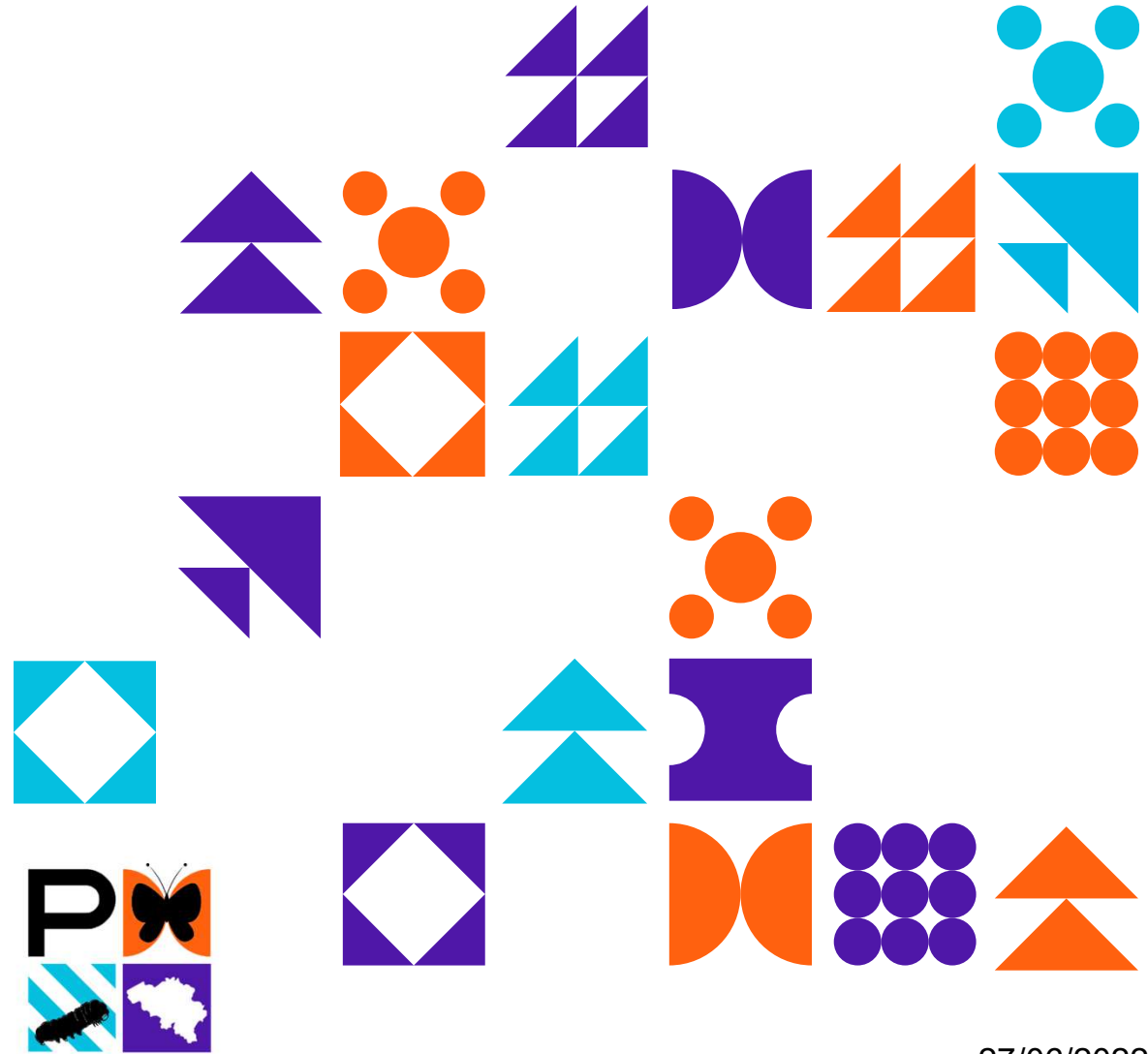
SPONSOR DRINK

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THANK PMI BELGIUM CHAPTER  
SPONSORS  
&  
CALL FOR SPONSORS PM FAIR 2022



**PMFair** 2022  
Change Management  
*"Adapting our today for a better tomorrow"*



27/06/2022

Special THANK YOU  
Our current PMI Belgium Chapter Sponsors

 **PROSOURC**E MindManager®  
powered by Sisu:



# PMI Belgium has been supporting numerous projects

- PM Fair National Congress
- 6 Chapter Events each year
- School prizes offered to students who demonstrate Project Management techniques
- Unemployed people project management training (with VDAB)
- GROW mentoring program for members
- Organization of Study groups and Community of practices
- Creation of content (interviews, template, testimonies) + website
- Support to members to pass their certification and develop their career path
- Volunteering management
- ...

# PMI Belgium Chapter in figures (2022)



**2800+** Chapter followers on LinkedIn

**200+** Professionals every year at PM Fair – the national congress



**7** Sponsors incl. Gold, Silver, Bronze and Banner + **3** committed PM Fair 2022 Sponsors



**660+** stable members (even through 2-year unusual period)



**3000+** Community members monthly touch-base via Chapter Newsletter

Exceeded **100+ new followers** in less than **1 month** with launching PM Fair 2022 page on LinkedIn

# We initiated “Voice of Sponsors” starting 2022 and continue value-based collaboration

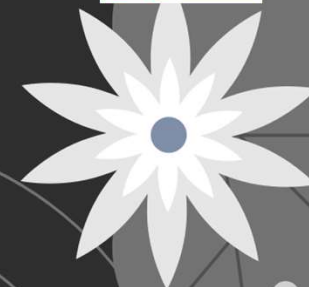
- Initiated “Voice of Sponsors” interviews
- 1st Interview with Prosource in January
- Post-interview article for Newsletter published in April; Received highest reader hits during that period
- Next interview with Bronze Sponsor Talencia. Preparation in progress and aim for 2<sup>nd</sup> half of 2022.
- Hold 2 interviews every year
- Endeavor to report every sponsor event and publish
- More collaboration with Chapter Sponsors in attracting talents
- Continue seeking innovative collaboration with sponsors and your suggestions are welcome!



# PM Fair 2022

Intro &  
Sponsorship Packages





Agenda: ●

- ▶ **Intro PM Fair 2022**
- ▶ Sponsorship packages

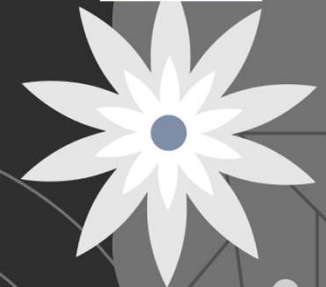






# PM Fair 2022

- ▶ Theme: “Change Management”
- ▶ Venue: Africa Museum Tervuren
- ▶ Market Place: The central point of interaction between participants
- ▶ Objective: to regroup the professionals active in project/program/portfolio management in one place where they can share their experience with the others







# PMFair 2022

## Change Management

*"Adapting our today for a better tomorrow"*



### SAVE THE DATE

When & Where :

:: Friday 7 October 2022

:: [Africa Museum Tervuren](#)

:: For More Info :

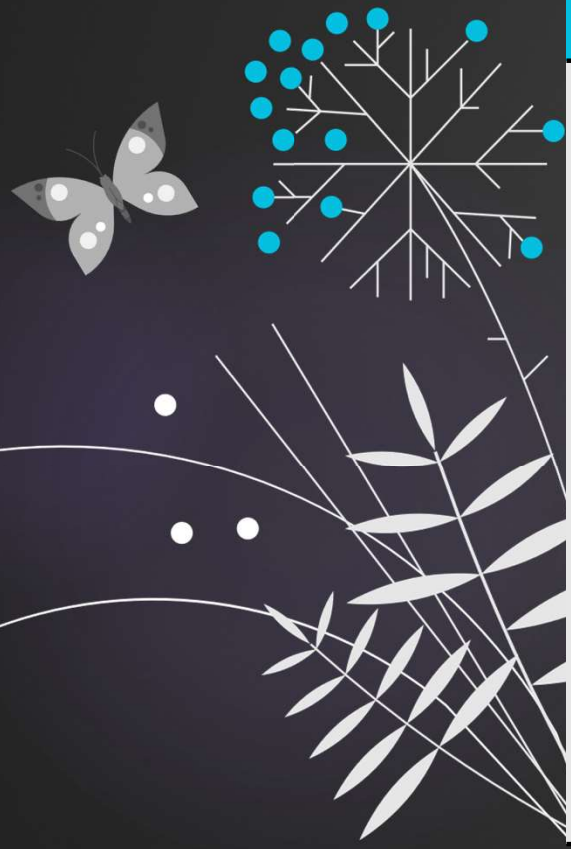
<https://www.pmfair.org/>

E-mail: [info@pmfair.org](mailto:info@pmfair.org)

# Program Content



Track 1: Organize, Prioritize and Operationalize	Track 2: Leadership, People Engagement and Team Collaboration	Track 3: Process Management Tools and Techniques	Track 4: Emerging and Disruptive Technology
1.1 Lessons learned from the Covid-19 era	2.1 Leading through the power of relationship.	3.1 Employing design thinking.	4.1 Challenges triggered by technological opportunities & threats
1.2 Prioritization methods	2.2 Influencing others in cross functional environment	3.2 Embedding agile in processes. Adaptable and user-friendly practices and tools.	4.2 Employing AI, Machine Learning, Block Chain, Virtual Reality and Digital Enablers.
1.3 Effective hybrid work models and practice	2.3 Individual and Team resilience, psychological safety and grit.	3.3 Plan and delivery of innovative/R&D projects	4.3 Cyber Security and its increasing demand.
1.4 Future of projects and project management	2.4 Conversion and management of human energy.	3.4 What can we learn from start-ups?	4.4 Ethics and Trust in the cyber age
1.5 Successful preparation and crisis management	2.5 Experimentation		





## Keynote

The Keynote seminar should address the main themes of change management as well as setting the high standard for the remainder of the congress.



Holding their audience's attention for up to an hour, speakers should emphasise both the challenges and rewards of change management as well as inspire our community with ideas of the future..

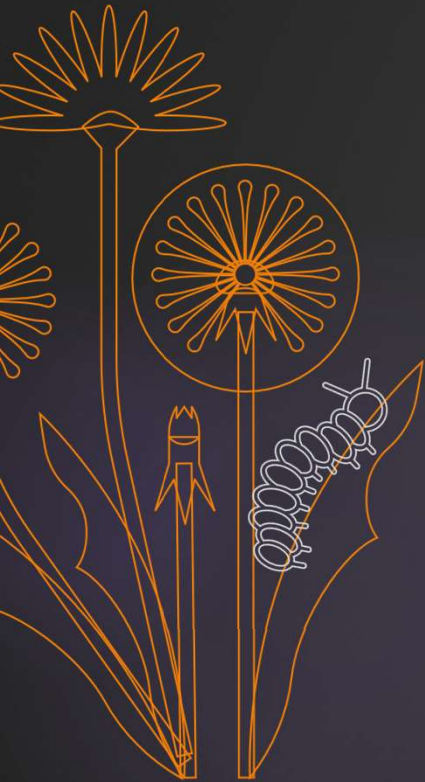
## Classic seminar

Similarly, the classic seminar presentation should hold audience members captive, and explore key aspects of change management, although typically shorter.

## Master Class & Workshop

Workshops are typically opportunities to work individually or in groups to learn a new skill or concept whereas Master Classes tend to be more of an in-depth knowledge-sharing or further development of a particular expertise or discipline.

The format of the presentations and the program will be decided once the speakers have been selected.



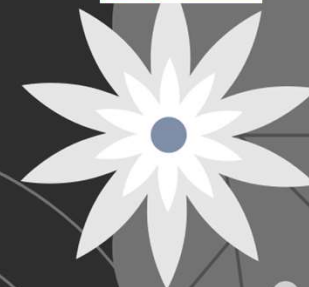
**Format**





Agenda:

- ▶ Intro PM Fair 2022
- ▶ **Sponsorship packages**





# PM Fair 2022 offers multiple options for sponsorship



PM Fair 2022 Sponsoring Choices	Sub Packages	Target sponsor groups
A. Brand Positioning Packages	A1. Logo Sponsor A2. Coffee Break Sponsor A3. Booklet Sponsor (A5 page) A4. Conference Bag Goodie	Promotion of Sponsor's brand with small investment
B. Booths	B1. Schools B2. Book Authors B3. Non-profit B4. Corporate	Sponsors who want to build long-term relationship with potential customers through PMI Belgium
C. Sponsored Content	C1. Sponsor Session, e.g. Customer Case Presentation in TEDx style	<ul style="list-style-type: none"> <li>- Direct contact with the attendees</li> <li>- Recorded sessions distributed to 3000+ community members</li> </ul>
D. PM Fair Partners	D1. PM Fair Main Partner D2. Booklet Printing D3. Lanyard/badges production D4. Conference Bag Production	Unconditional supporter of PMI Belgium and PM Fair





## A) Brand Positioning

This section proposes a number of sponsoring packages focusing on the PROMOTION of your company/brand as amical supporters of the PMI Belgium chapter and the PM Fair congress.

With limited investment, you provide your support to the organization of the congress and its success ...

Package	Description	Price
A1. Logo sponsor	Your Logo is visible on all our communications (website, social media, booklet, on site media displays)	500€
A2. Coffee Break Sponsor	Same as Logo Sponsor + an extra roll-up at the coffee buffet for more visibility	600€
A3. A5 page in Booklet	A2 + You get the possibility to place an A5 page with your own message in our booklet (direct communication with participants)	750€
A4. Congress Bag Goodie	A2 + You add a Goodie/toolkit/flyer in the Welcome Bag (you get visibility beyond the congress day...)	750€

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# Sponsoring as Logo Sponsor (A1)

- ▶ Add your Logo on All the Congress communication (presentation, A1 Posters, Roll-ups, Booklet, website and PMI Bel's social media)



\* Gold Sponsors automatically gain Logo Sponsor Package + 2 entrance tickets



# Sponsoring as Coffee Break Sponsor (A2)

- ▶ You finance a part or the total costs of the coffee break, a large promotion “This coffee break is gratefully offered by ....” announced at the coffee corners and on walls

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# Sponsoring as A5 Page Booklet Sponsor (A3)

- ▶ You get the right to add your commercial presentation on a A5 page of the congress booklet

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# Sponsoring as Congress Bag & Goodies Sponsor (A4)

- ▶ You finance the production of the Congress Bag And/or
- ▶ You add a Goodie/toolkit to the Welcome Bag with your brand



## conference bags





## B) Booths

Package	Description	Avail.	Price
B1. Schools	Schools are invited by the chapter to connect and create partnership for the promotion of Project Management in their school	2	750€(*)
B2. Book Authors	Book authors are invited by the chapter to hold a booth for the promotion of their book(s), with the possibility to sell books to the participants	2	1,000€
B3. Non-profit	Non-profit organisation booth is offered by the Belgium chapter to develop X-organisation networking possibilities among members	2	1,250€(**)
B4. Corporate	With a booth you get the possibility to interact individually with each participant, for presenting your company, products and services, attract potential candidates to apply for your job vacancies and create sales leads...	3	2,500€

(\*) equal to the entrance fees for 2 congress participants

(\*\*) equal to the entrance fees for 2 congress participants + 1 logo sponsoring package fee

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# Market Place

- ▶ The Market Place has average 10+ stands, premium stands and normal stands, plus an activity areas where the debates, skill workshops, ... will be held
- ▶ The Market Place is open from 8:00 till 18:00 and it is also serving as the location for coffee breaks and walking lunch
- ▶ The booths are open for all organizations such as:
  - Training providers on hard/soft skills
  - Tool providers not limited to project software, but also collaboration, ...
  - Service providers such as consultancy
  - Recruitment agencies
  - Headhunter agencies
  - Authors of management books
  - Non-Profit organizations related to the field of project management such as risk management, Agile, Engineering, ...
  - Schools with curricula related to the field of project management such as P3M, behavioral science, organizational psychology, MBA,...

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# Stand Packages

- ▶ 1 professional booth with stand walls + 1 table + 2 chairs
- ▶ 2 Free entrances for the exhibitors

For more information send a mail to: [sponsorship@pmi-belgium.be](mailto:sponsorship@pmi-belgium.be)

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# Market Place Experience



## ▶ Learning new skills:

- Facilitation skills: Lego serious play, world café, open space, art of hosting, video prototyping, Project design, ...
- Speaking skills: storytelling techniques, public speaking skills, humorous speaking, ...
- Tooling skills: virtual meeting software, collaboration software, virtual learning platforms, filesharing software, ...
- Writing skills: business writing, effective emails, efficient reporting, ...

## ▶ Engaging in discussions:

- The Product Manager is tomorrow's Project Manager
- Change Management is important, but not core to the Project Manager
- Benefits Realisation is not in the Project scope

## ▶ Meeting new People:

- Speed dating with various topics such as: Find a mentor/mentee, Tips on your current biggest issue, Meet your sector peers, Frustrations about the PMBoK®, Agile snacks
- Meet the author/speaker:
- Reflection session: Learnings are shared in a fun and engaging format. Using the 1-2-4-All structure, 1 - listing individual learnings, 2 - discussion in pair; 3 - discussion in groups of four. 4 - final discussion is the one learning point to be shared with the whole group.

## ▶ Seeking new challenges:

- Career coaching for project managers
- CV writing coaching
- Discrete breakout for in depth discussion with recruiter/headhunter

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## C) Sponsored Content

As corporate you would like to get a speaker slot in our day program to get a immediate possibility to present your company/services<sup>(\*)</sup>

The contents of the presentation must comply with the PM Fair Theme and should provide added value to the participants to attract audience...

Package	Description	Price
Sponsor Session (e.g. Customer Case Presentation)	Duration maximum 25 minutes (20 minutes presentation + 5 minutes questions such as TEDx style). Sponsors are responsible for attracting audience. Sessions will be presented in the program and scheduled throughout the duration of the congress.	1,500€

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## Sponsoring as Speaker Sessions Sponsor (C)

- ▶ During the day program we propose a few sponsored sessions (can be in Ted X format)
- ▶ The speaker is selected by you or provided by you
- ▶ You have the right to position your brand during the speech
- ▶ Your session should fit well with the PM Fair theme
- ▶ Although not recommended to present commercial products or services during your sponsored session, you can introduce your culture, value and beliefs ...

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## D) PM Fair Partners

This section proposes a number of sponsoring packages for companies who want to provide assistance support to the PM Fair organization

Package	Description	Price
D1. PM Fair Main Partner	As Main sponsor you are identified as the main partner for the congress, your brand is highly visible, thank you messages are regularly mentioning your Partnership with the PM Fair organisation	4,500€(*)
D2. Booklet Printing	You support the congress for the edition/printing costs	At cost
D3. Lanyard/badges production	You support the costs for the lanyards, the A6 Plastic badge and the printing of badges	At cost
D4. Conference Bag Production	You support the production costs of the goodie bag	At cost

(\*) This represent about 10% of the total congress costs

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## Sponsoring as PM Fair Main Partner (D1)

- ▶ You are **the main partner** for this year's congress – PM Fair 2022. Your brand is highly visible everywhere in the venue and take-away
- ▶ “Thank you” messages regularly mention your brand
- ▶ You get a possibility to co-introduce the congress (welcome message)



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## Sponsoring as Booklet Printing Sponsor (D2)

- ▶ You support the congress with the edition/printing costs or you directly print for us
- ▶ You are mentioned as “This booklet is gratefully offered by ....”
- ▶ You get a A5 page in the booklet

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## **PARTNER WITH US ... Maximize your reach**

### **Visibility via PM Fair 2022**

#### **Multiple Online channels:**

- PM Fair 2022 website
- PMI Belgium website
- LinkedIn Official page
- LinkedIn Official page
- LinkedIn professional group
- LinkedIn PM Fair 2022
- Facebook
- Instagram
- twitter

#### **Face to Face** @ The PM Fair Event in the physical space.

### **Early & Continual Engagement**

**Valuable** Direct connection with Large audiences/Participants' shares; organic contents, driving traffic, branding, hashtags, stories & more.

**+1000** read receipt of PMI newsletter.

**+200** professionals @ PM Fair 2022.

# Sponsor information



For more information regarding the sponsoring options please contact the person who reaches out to you directly and copy [sponsorship@pmi-belgium.be](mailto:sponsorship@pmi-belgium.be)

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# Thank you for sponsoring our PM Fair 2022!



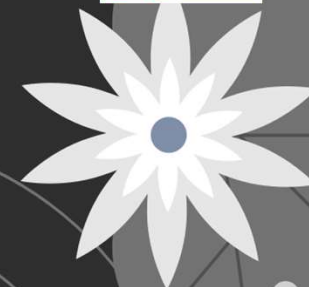
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# Appendix





## Dear sponsors,

In the following pages you will find various options for sponsoring our National Congress – PM FAIR 2022.

This deck includes:

- ▶ PM Fair congress concept & theme
- ▶ Congress sponsoring choices



## This Year's theme

### CHANGE MANAGEMENT:

#### *Adapting our today for a better tomorrow*



Our World is constantly changing at an ever-increasing pace. Change arrives in numerous forms; planned versus unplanned, disruptive vs adaptive, and with different grades and intensities. Consequently, it is met with various states of readiness; 'crisis mode', risk-managed planning, and organic growth are some examples. In this maelstrom of change it is therefore impossible to predict how everything will be organised and planned in the future.

Perhaps nothing illustrates disruptive change more clearly than the COVID pandemic. Similarly, nothing demonstrates better our response to this change than how as humans we adapted to it. The creation of a safe and effective COVID vaccine in a fraction of a typical development process has been described as nothing short of miraculous. Consider also that this amazing achievement was repeated several times in parallel as well as the creation of new antivirals. Human agility won through in the face of adversity due to both our ingenuity as well as an incredible army of researchers, experts, regulatory authorities, legislators, banks and investors, .... Alongside them stood passionate project and change managers who co-developed and operationalised ambitious plans to *make it happen*.

What better reason to pay homage to our ability as project managers and leaders to *make change happen* than our PM Fair. Please join us in an exploration and celebration of **Change Management!**

